

Department of Licensing Motorcycle Safety Advisory Board



Advisory Board Meeting Minutes December 7, 2007 Lacey Licensing Service Office 7:00 pm

1. Call to order - 7:04 pm

2. Introduction of Board members –

- Mike Gilbert, Jim Wihlborg, Larry Walker, Bruce Santy present; Sgt. Jason Linn not present.

3. Review and approval of the minutes from the last meeting - approved

4. Old Business

- Moved Dick Albin from Washington Department of Transportation (WSDOT) for new business, will revisit Old Business.

5. New Business

- Cable barriers – Dick Albin, WSDOT
Showed Power Point Presentation to help educate and inform on cable barriers. There are three primary types of barriers: Beam guard rails, concrete barriers, and cable barriers. Explained the cost of the three types, beam guard rails average \$450,000.00 to \$2.4 million per mile, concrete barriers average \$650,000.00 to \$2.7 million per mile, and cable barriers average \$250,000.00 to \$450,000.00 per mile. Presentation showed the effects of motorcycle accidents involving each type of barrier and worked to resolve the “myths” of cable barriers regarding motorcyclists.
Larry Walker asked to see more data from WSDOT. More research will hopefully be funded next year.
Several questions were asked regarding cable barriers and the cost and average amount for repair, which is approximately \$1600.00.
Bruce asked Steve to coordinate a meeting with the Board Members and Dick.

- Rider’s Edge Proposal - Steve Stewart

Quick overview, Steve informed the Board that Harley-Davidson (HD) would like to be included in MSF education. Steve has reviewed the documentation that HD gave him regarding Rider’s Edge (RE). One concern is they use larger training bikes (500cc vs. 250cc). Some modifications will need to be considered.

A year long pilot program will go into effect in 2008; it will be used to gather data. The following will be included, but not limited to the pilot program:

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- Quality Assurance Reports
- Chiefs will administer final test.
- Pass/fail reports
- Same criteria for both curriculum
- Limited scope
- Tacoma/Seattle area (3 dealerships to participate)
- Harley-Davidson will sign contract just like other contractors

A couple of questions were asked regarding pilot project, and Steve responded.

Q - What protection do our existing contractors have?

A - Shouldn't impact contractors, with wait times as long as four months, this could help with that.

Q - You stated you have access to HD data?

A - I have access to activity sheets, tours (opportunity to tour actual dealerships), registration stats, and you're invited to a pre-class tour.

Q - Will HD take instructors from current contractors?

A - We will have instructors trained in both MSF and RE. Instructors must commit to a one week training, criteria, and in-depth registration.

Q - Can we actually measure the data?

A - Should be able to with adjustments and fine tuning.

Steve believes we will be able to pick up the phone and ask for clarification or help with anything from HD and/or RE. HD will want to work with us as much as possible to make this pilot a success. He explained he wants the 12 months to gather data not rumors, reassures everyone that RE program does not want any money, there are no guarantee that the criteria will either be changed or not. We will have to see what the market is going to do and how it's going to work. The program will be controlled within DOL.

The success of this pilot will be measured by QAV results - HD vs. others, numerical grades (internal), pass/fail rates, quality assurance with RE, shared information, and same reporting, and other miscellaneous factors.

There were concerns about dealerships and/or HD offering free classes and that HD can fill a class at \$300.00 each student, but contractors who bid at \$250.00 can't, will HD jump from subsidized classes to their own being able to charge more money? Steve reassured the participants that none of this makes economic sense and is not economically wise.

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Larry wants data to be shown at the June Board Meeting.

6. Announcements

- Next Meeting- March 7, 2008 – Lacey Licensing Office
Anticipated agenda items:
Harley-Davidson pilot update

7. Board Member Forum

- James Wihlborg was impressed with the presentation that Dick Albin from WSDOT presented and by the way Steve presented the Harley-Davidson pilot program. Bruce would like the status of the MSF/RE pilot as an agenda item at the June and September board meeting

8. Public Forum

- Several comments came from the meeting participants, voicing the same concerns that were covered previously throughout the evening.

9. Adjourn – 9:21 pm

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Media Campaign findings:

Television: The Department of Licensing's motorcycle awareness campaign TV spot was filmed in early April. The spot was filmed in Spokane and depicts two dangerous and potentially fatal situations. The spot is meant to illustrate the dual responsibility of driver and rider, the importance of proper training, and the necessity for appropriate maneuvering.

The commercial debuted May 6th at the Governor's Run Motorcycle Rally in Kitsap County and aired through June 2. In addition to the original \$40,000 media buy, television stations across the state complied with a request for a 1:1 Public Service Announcement match that ran through the summer. In many cases, outlets exceeded the minimum numbers of plays required. Results include:

- **408** spots aired as a result of paid advertising
- **778 match spots aired statewide, a value of \$83,205.**
- A total of **1,123 PSA's** aired statewide, equal to **\$123,205** in advertising.
- **75.3%** of 18-54 year old males, defined as the target audience of this campaign have viewed this PSA.
- This audience also has an average viewing frequency of **3.4 times**.
- The television PSA has created **4,328,597 impressions** statewide.

Media Relations: Desault-Hege (DHC), the contractor, distributed and pitched the campaign launch release to numerous newspaper outlets across the state. Twenty-five stories appeared in publications across the state, each varying in length and content. On June 4th, the Seattle Times ran a story about a motorcycle accident involving a rider without an endorsement. The story featured front-page placement and multiple color photos. The article was valued at **\$58,800.00 and 232,090 impressions**. Although many of the stories centered on recent accidents and fatalities, 21 of 25 stories directly mentioned endorseyoursport.com, the Task Force Report or the statewide awareness campaign. The total advertisement value of these stories is **\$97,489.02 and 820,650 impressions**.

DHC also pitched television stations throughout the state, and many of them created stories about the motorcycle safety message. DHC recorded 13 news stories fitting the same criteria as the newspaper stories. Seven of 13 stories aired on major Seattle news stations, including King 5, KOMO and KIRO. The total advertising value of these stories is **\$18,290.39 and 458,006 impressions**.

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DHC also pitched this release to a number of statewide radio stations. KPLU FM radio in Seattle aired a one minute interview with Steve Stewart a total of three times. In this interview, Steve was able to relate many of the campaign's key messages. Additionally, KXLY 920 in Spokane aired an extended interview also with Steve. The total value of all radio airtime was more than **\$565.58**.

EndorseYourSport.com: DHC created a web page as the primary call to action for this campaign. It encourages motorcyclists to get an endorsement, and clearly demonstrated to motorists the important role they have in motorcycle safety. The site has information specifically for new riders, experienced riders, all riders, drivers and both drivers and riders. Links are also available to view the motorcycle safety report in PDF format and connect directly to the Department of Licensing to get an endorsement or get tips on how to improve general riding.

- Between May 1st and September 26th, endorseyoursport.com received **5,817 visits**.
- **84.5%** of which were new visitors.